Impact of Employee Satisfaction and Loyalty on Organizational Growth With Special Reference To the Hospitals of Western Uttar Pradesh

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I.INTRODUCTION

Happy employee leads to loyal and an outstanding performance of the organization. An employee satisfaction is somewhere a most important factor for the overall success of the organization as well as the success of the employer also. they are the main and front face of the organization through a customer decides his feedback for the organization. They are loyal for the organization, for the employer, for the assigned task and for their teams also. There each and every action in the favor of the organization. Discovering the influential factors will benefit the organization developing appropriate strategy, improving performances and maintaining organizational competitive advantages.

In such organizations, where employees are loyal and happy, they work together, growth together.

Employer treat their employees very carefully and consider them as an asset for him. They are game changer and set a goal for their upcoming new generation. In so many surveys authors proved that the organization who have happy employees are more successful and work efficiently and also have a very high rate of customer satisfaction. Maintaining your employees, as long as they are a good fit for the company, is crucial to a successful business

They all work for one aim and one vision which is followed by the employer. With this enthusiasm, connections and outstanding performances they achieve very fine results and many praises. Today's workforce includes a diverse population of employees from multiple generations. As each generation holds different expectations for the workplace, it is important to understand the differences between these generations regarding motivation and engagement. Managers, especially, must understand how to handle the differences among their direct report. Providing ample training and development opportunities can discourage turnover by keeping employees satisfied and well-positioned for future growth opportunities. In fact, dissatisfaction with potential career development is one of the top three reasons employees often feel inclined to look elsewhere. if employees are not given opportunities to continually update their skills, they are more likely to leave. Those who receive more training are less likely to quit than those who receive little or no training. Employers that fear providing training will make their employees more marketable and thus increase turnover can offer job specific training, which is less transferable to other contexts. Employees who are satisfied with their jobs, enjoy their work and the organization, believe their job to be more important, take pride in the company and feel their contributions are impactful are five times less likely to quit than employees who were not engaged. Engaged employees give their companies crucial competitive advantages, including higher productivity and lower employee turnover. With a robust rewards and benefits package and an effective benefits communication plan, employee engagement and retention can improve.

II.LITERATURE REVIEW

2.1-job satisfaction with employee retention- employee satisfaction is delight-Ly connected with the key factor contributing organizational success like employee turn-over, absenteeism, commitment and productivity which required taken care of it. employee satisfaction has some parameters like – salary, appropriate control system, team work and precise. Praise and incentive need are crucial for employee satisfaction and retention.
There Is close connection between job satisfaction, employee faith system, values and their different levels of satisfaction. They have their own belief system through which they consider their priorities.
Therefore, every employee's satisfaction, self-esteem, and long-term personal goal are also can be considered as main factor for the retention.

2.2 – loyalty v/s satisfaction – loyalty partially or we can say fully somewhere dependent on the satisfaction. Job satisfaction is more likely described as the combination of psychological, physiological satisfaction and situational state of the job. We can relate the term satisfaction with that employee who is getting all the benefits and support from the organization and in revert organization includes them in his all appreciations. In that case the loyalty of the employee is more than anything else. Team work and work environment are the main factor who influences the job satisfaction more than anything else.

2.3 – job satisfaction and organizational performance – job satisfaction leads increasing organizational performance and these two variables were relatively dependent on each other. Good and happy work environment leads to a more satisfaction toward the job and their efforts for long term services. Satisfied and loyal employees are tending to provide quality service to the customer and they in turn recognized the value of the service offered to them and their loyal behavior such as repeat purchase and increase referrals.
Satisfied employees treat their customers with love and all devotion. This behavior will turn in heavy success and high rate of satisfied customers. Which will be the intangible part of the organization.

2.4 – employee loyalty and organizational performance – many organizations pay significant efforts to achieve high employee performance but it is not always happened in the workplace. There are so many factors who influence loyalty. The factor includes-assigning tasks as per capability, quality and educational status of the employee, facilities and work environment that fully engage them in the work and obviously opportunities for their official as well as personal development.
Loyalty can be explained as the increase of employee commitment to the organizational success and belief that they will doing right thing for the success of the organization. One more thing which we can indicate that, the emotional connection to the organization and its business beyond the factors like – salary, training and benefits.
Emotionally connected fellows are more devoted for their work. They achieve and perform an outstanding performance and they feel themselves as a significant part of the organization.

III Work objective and hypothesis

The objective of this work is to beneficiate those employees who are working more efficiently but somewhere they are not satisfied with their jobs because of low grade of salaries and

exhausted work environment. And more importantly they are not getting any tanning and development programs for their advancement. They are working on the same place from they had started. Also, there are so many employees who are working from a decade and serve the organization but they are not getting any professional training for the allotted work and there are no scopes for the advancement and growth. After doing full working hours with over time, they are not getting a handsome amount for their better lifestyles and this is the main factor who affects loyalty of the employee.
An organization can added some appraisals and allowances for such employees and set a bench mark to win the allowance. The human resource completely works for employee satisfaction and to improve their work efficacy but when a employee is not satisfied at initial level of the job than how can one say that the loyalty of the employee In the favor of the organization. Satisfaction reflects loyalty and an employee's satisfaction will come back in so many ways to the organization.

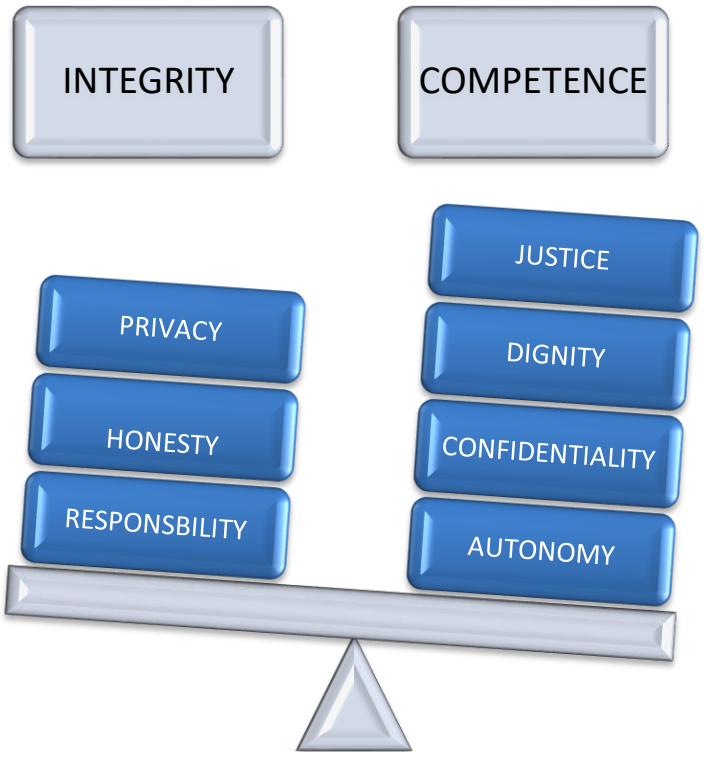
IV methodology and work plan

Research must adhere some ethical norms to ensure the trust, accountability, mutual respect and fairness.
According to Saunder, Lewis, and Thornhill (2003, p.131) there are some ethical
Considerations must be mindful of, especially during the process of gathering the research data.

1- The right to privacy of the individual who involved.
2- The participation's nature must be voluntary and the individual involved can be withdrawn partially or completely at any time.
3- The consents of the participants are must.
4- The data and any other information of the individual should be kept as confidentially.

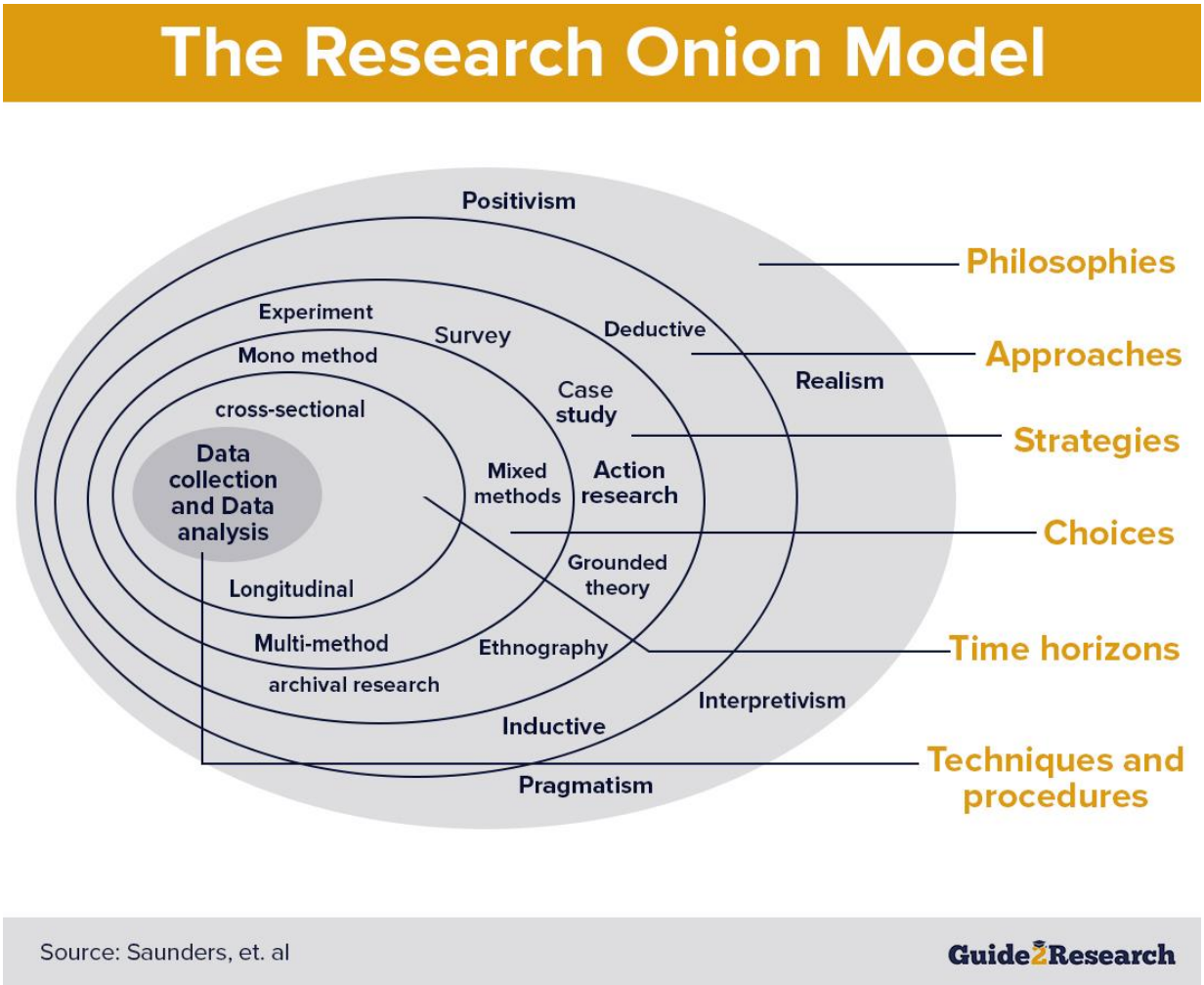
5- The behavior and objectivity of the researcher.

RESEARCHERS/PARTICIPANTS



Onion model-

Saunders et al (2007) proposed the concept of the research onion model to help researcher to develop a significant research methodology and conduct a research design with future prospective.



The onion research model has six main layers which serves a step-by-step guide to create and organize research in significant and proper way.

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Conclusion

Currently, one of the most challenging issues for the organization is retention of loyal employees.

Fine and experienced management policies, smart an fair enough on both parts human resource policies, significant financial support, and enough time is needed to overcome the challenging situation or challenges.

Employee retention enables the organization not only to keep the valuable employee but is also upgrading the performance of the organization as well as maintained the market position.

The study attempted to find out an increase of employee satisfaction, retention, loyalty that may have an impact of organizational financial and non financial performances.

Employee satisfaction taken as independent variable, employee loyalty, retention considered as a mediating factor and organizational financial and non financial performance are considered as dependant variable for the study.

The more employees enjoy job satisfaction they are loyal to the organization and the loyalty enables the organization improving its' financial and non-financial performances. And increase of employee loyalty resulted in more job satisfaction which contributes to the growth of the sales income. Thus, it can be concluded that not only benefits the organization increasing income but also Positively affects the organizational competitiveness. Moreover, high commitment and full utilization of their skills and expertise in their work enable to excel the Organizational performances. In other words, An increase of employee loyalty, trust among Work community, high employee commitment To the organization contributes significantly Shaping the image of the organization.